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Attorney Docket: 00155

U.S. Application No. 09/751,702 Examiner BROWN, Art Unit 2623

Response to October 17, 2007 Final Office Action

AMENDMENT TO THE CLAIMS

1. (Currently Amended) A system for controlling and managing presentation to viewers of programming content, the system comprising:

a processor communicating with memory and with a user interface, the processor adapted to receive the programming content comprising a program and program control data, the program control data having a data format in which a default setting is subsequently followed by a series of data records, with one or more of the data records associated with a particular portion of the program, the one or more of the data records having a linear representation comprising an offset time stamp, a rating value, a content attribute value, a component value, and an action, ~~with only portions of the program that vary from the default setting assigned the program control data to reduce an amount of information received, the program control data comprising control instructions to modify discrete portions of the program when a viewer's presentation preferences differ from the program control data;~~

the viewer interface adapted to receive information related to program presentation preferences of a viewer, the program presentation preferences including options to block or modify content, the options comprising: [[:]]

if the default setting equals or exceeds the program presentation preferences, then the rating value and the content attribute value have no effect and the program is blocked from presentation;

if the rating value and the content attribute value exceed the program presentation preferences, then the default setting is not used and the program is blocked from presentation; and

if the rating value and the content attribute value are missing, then if the default setting equals or exceeds the program presentation preferences, then modification of the program is not allowed and any instructions to modify the program are interpreted as an instruction to block the program from presentation

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~~when the viewer's presentation preferences differ from the program control data,
then means for substituting a discrete portion of the program with replacement program
data available from another source, according to the control instructions;~~

~~means for outputting the modified program on a display device;~~

~~the processor receiving a vote via the user interface that suggests an alternative
plot for the program; and~~

~~the processor receiving alternative programming based on tabulated votes.~~

2. (Previously Presented) The system of claim 1 wherein the processor receives alternative plots as channels of the programming content.
3. (Previously Presented) The system of claim 1 wherein the offset time stamp is expressed in hours, minutes, and seconds from a start of the program.
4. (Previously Presented) The system of claim 1 wherein the component value of the one or more of the data records refers to an audio and video portion of the program to which the rating value and the content attribute value apply.
5. (Previously Presented) The system of claim 1, wherein the component value of the one or more of the data records refers to a substitute audio and substitute video portion for the program to which the rating value and the content attribute value apply.
6. (Canceled)
7. (Canceled)
8. (Canceled)
9. (Canceled)
10. (Canceled)
11. (Currently Amended) A method for controlling and managing presentation to viewers of programming content, comprising:

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receiving the programming content comprising a program and program control data, the program control data having a data format in which a default setting entry is subsequently followed by a series of data records, with one or more of the data records associated with a particular portion of the program, the one or more of the data records having a linear representation comprising an offset time stamp, a rating value, a content attribute value, a component value, and an action, ~~with only portions of the program that vary from the default setting assigned the program control data to reduce an amount of information received, the program control data comprising control instructions to modify discrete portions of the program when a viewer's presentation preferences differ from the program control data;~~

receiving information related to program presentation preferences of a viewer, the program presentation preferences including options to block or modify content, the options comprising: [[:]]

if the default setting equals or exceeds the program presentation preferences, then the rating value and the content attribute value have no effect and the program is blocked from presentation;

if the rating value and the content attribute value exceed the program presentation preferences, then the default setting is not used and the program is blocked from presentation; and

if the rating value and the content attribute value are missing, then if the default setting equals or exceeds the program presentation preferences, then modification of the program is not allowed and any instructions to modify the program are interpreted as an instruction to block the program from presentation
~~when the viewer's presentation preferences differ from the program control data, then substituting a discrete portion of the program with replacement program data available from another source, according to the control instructions;~~

~~outputting the modified program on a display device;~~

~~receiving a vote via the user interface that suggests an alternative plot for the program; and~~

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~~receiving alternative programming based on tabulated votes.~~

12. (Previously Presented) The method of claim 11, further comprising receiving the offset time stamp expressed from a start time of the program.
13. (Previously Presented) The method of claim 11, further comprising receiving the offset time stamp expressed in hours, minutes, and seconds from a start of the program.
14. (Previously Presented) The method of claim 11, further comprising receiving the component value referring to an audio and video portion of the program to which the rating value and the content attribute value apply.
15. (Previously Presented) The method of claim 11, further comprising receiving the component value referring to a substitute audio and substitute video portion for the program to which the rating value and the content attribute value apply.
16. (Canceled)
17. (Canceled)
18. (Canceled)
19. (Canceled)
20. (Canceled)
21. (Canceled)
22. (Canceled)
23. (Canceled)
24. (Canceled)
25. (Canceled)
26. (Canceled)
27. (Canceled)
28. (Canceled)